

**REMARKS**

This Preliminary Amendment is made to more particularly claim the present invention and in response to the Final Office Action dated May 26, 2006. Claims 1-5, 9, 13-24, 35-38, 42, and 47-52 are pending in the present application. Claims 6-8, 10-12, 25-34, 39-41, and 43-46 have been withdrawn from consideration. Applicant notes that the Office Action dated May 26, 2006 states that claims 13 and 35 are also withdrawn. However, according to Applicant's response (dated July 11, 2005) to a Restriction Requirement (dated June 9, 2005), claims 13 and 35 were included in the elected species. Accordingly, claims 13 and 35 are not withdrawn. Claims 1-5, 9, 14-24, 36-38, 42, and 47-52 have been rejected. Applicant have amended claims 1, 13, and 35. Support for the amendments to the claims is found throughout the specification, and in particular, on page 9, line 19, to page 10, line 16. Applicant respectfully submits that no new matter has been presented. Claims 9 and 42 have been canceled. Accordingly, claims 1-5, 13-24, 35-38, and 47-52 remain pending. For the reasons set forth more fully below, Applicant respectfully submits that the claims as presented are allowable. Consequently, reconsideration, allowance, and passage to issue are respectfully requested.

Applicant would like to thank the Examiner for the after-final phone interview of July 25, 2006. We appreciate the courtesy and helpfulness of the Examiner in the interview. The claims have been amended in light of the points made by the Examiner in the interview.

**Independent claims 1, 13, and 35**

Applicant respectfully submits that Kawecky does not teach or suggest "providing a repository database for storing customer information that spans more than one of the service

providers, wherein the customer information comprises one or more of a list of business customers, a customer wish list, customer rental history, and customer evaluations,” as recited in amended independent claims 1, 13, and 35. Independent claims 1, 13, and 35 include the limitations of canceled claim 9 where the customer information comprises one or more of a “list of business customers, a customer wish list, customer rental history, and customer evaluations.” In rejecting claim 9 under 35 U.S.C. 102(b) as being anticipated by Kaweck, the Examiner has referred to non-paying subscriber information at column 7, lines 25-36 and line 61 through column 8, line 29, of Kaweck as teaching this feature. However, Kaweck merely describes “calling party name, address, telephone number, credit card number” of parties who do not pay for 900 pay services (column 8, lines 8-11). This information is clearly different from the “list of business customers, a customer wish list, customer rental history, and customer evaluations,” as recited in the present invention.

Therefore, Kaweck does not teach or suggest the cooperation of elements as recited in amended independent claims 1, 13, and 35, and these claims thus allowable over Kaweck.

#### Independent claim 47

The Examiner has rejected claim 47 under 35 U.S.C. 102(e) as being anticipated by Sherr. However, Sherr does not teach or suggest “displaying indicators adjacent to each movie title on the list that allow the user to take action with respect to a particular movie title, thereby eliminating the need for the user to navigate to a separate movie title page in order to take the action,” as recited in independent claim 47. The Examiner has referred to Figures 2 and 5-10 as disclosing these features. However, Figures 2 and 8 of Sherr merely show a home page with a

list of “Top Five Rentals,” and the home page does not display indicators adjacent to each movie title. Figures 5-7 and 9-10 of Sherr clearly do not show a list of movie titles. In contrast to Sherr, referring to Figure 3 of the present invention, indicators 104, 106, and 108 are displayed adjacent to each movie title, which allows a “user to take action with respect to a particular movie title, thereby eliminating the need for the user to navigate to a separate movie title page in order to take the action.”

Dependent claims 2-5, 14-24, 36-38, and 48-52 depend from independent claims 1, 13, 35, and 47, respectively. Accordingly, the above-articulated arguments related to independent claims 1, 13, 35, and 47 apply with equal force to claims 2-5, 14-24, 36-38, and 48-52, which are thus allowable over the cited references for at least the same reasons as claims 1, 13, 35, and 47.

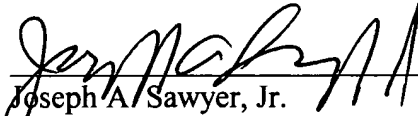
In view of the foregoing, Applicant submits that claims 1-5, 13-24, 35-38, and 47-52 are patentable over the cited references. Applicant, therefore, respectfully requests reconsideration and allowance of the claims as now presented.

Applicant's attorney believes that this application is in condition for allowance. Should any unresolved issues remain, the Examiner is invited to call Applicant's attorney at the telephone number indicated below.

Respectfully submitted,

SAWYER LAW GROUP LLP

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Date

  
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